

MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

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ABC FAMILY ADDS SERIES, SPECIALS

New development continues
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52 Pickup

The broadcast networks
gain buzz and
ratings with first-run
programming
throughout the year

BY JOHN CONSOLI **PAGE 4**

Best Quarter Ever 4Q 2004

+22%

Prime Adult 18-49 audience (000s)
Outdelivered MTV, A&E, TLC, E!, Bravo, VH1

+26%

25 Days of Christmas event ranked #5
in Adults 18-49

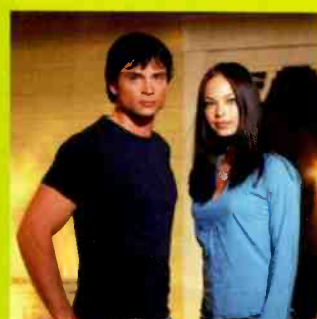
| ADULTS 18-49 | 000s | RANK |
|-------------------|------------|----------|
| ESPN | 1195 | 1 |
| TBS | 1175 | 2 |
| TNT | 1088 | 3 |
| USA | 916 | 4 |
| ABC FAMILY | 874 | 5 |
| SPIKE TV | 860 | 6 |
| LIFETIME | 681 | 7 |
| SCI-FI | 543 | 8 |
| FX | 534 | 9 |
| NICK/NICK-AT-NITE | 520 | 10 |



SNOW An ABC Family Original Movie



Watch Gilmore Girls Weekdays



Watch Smallville Weeknights



25 Days of Christmas



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Source: Nielsen Media Research; Originator averages (000s) 4Q04 vs. 4Q03. Best Quarter Ever: based on Originator data available from 1995-2004, A18-49 (000s), Prime (M-Su., 8-11pm).
+26% based on Dec. 1-25, 7-10pm A18-49 (000s) 2004 vs. 2003. #5 Rank based on A18-49 (000s), Dec. 1-25, 2004 7-10pm daypart vs. all basic cable, Originator data.

At Deadline

■ COURT DISMISSES ACN ANTITRUST CASE

The United States District Court for the Southern District of New York last week dismissed "with prejudice" Information Resources Inc.'s antitrust case against ACNielsen. IRI, a direct competitor of ACN, brought its claims of predatory pricing several years ago when the market research firm was owned by The Dun & Bradstreet Corp. Mediaweek parent VNU purchased ACN in 2001. In a statement, IRI said it intends to file an immediate request with the Second Circuit Court of Appeals seeking review. "We are gratified that the trial Court has dismissed this case and are confident of our position on any appeal," said Rob van den Bergh, chairman/CEO of VNU.

■ HAVAS LOSES VW TO MEDIACOM

Havas' Media Planning Group on Jan. 28 said it lost Volkswagen's North American media business to Grey Global Group's MediaCom, ending a lengthy review for the assignment in which the two VW roster shops were the only competitors. The work is worth approximately \$500 million.

■ MARKETERS LAUNCH FOOD FIGHT

Armed with a six-figure budget in seed money from four Washington lobbying groups and the participation of three major food marketers, the Alliance for American Advertising now plans to approach at least 20 more companies and associations to beat back the public perception that advertising makes children obese. With General Mills, Kellogg and Kraft Foods already on board, the alliance has reached out to Pepsi Co and would like to recruit Coca-Cola, McDonald's, the National Association of Broadcasters and the Magazine Publishers of America, among others. The four lobby groups are the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers and the Grocery Manufacturers Association. The first step the alliance will take is to lobby lawmakers against introducing any legislation aimed at restricting food ads aimed at kids. Senators Tom Harkin, D-Iowa, and Edward Kennedy, D-Mass., have publicly discussed the need for such legislation.

■ LIFETIME'S ORIGINALS SCORE BIG RATINGS

Lifetime's original movies keep delivering the viewers. The Jan. 24 premiere of *Widow on the Hill* pulled an average audience of 4.2 million viewers, making it the

fourth consecutive Lifetime film to attract more than 4 million. Lifetime's original film *Dawn Anna* delivered 4.4 million viewers 2 plus on Jan. 10. Before that, *Plain Truth* and *Identity Theft* broke the 4-million mark. Next up? *More Sex and the Single Mom*, starring Gail O'Grady and Grant Show, premieres on Feb. 7.

■ FOX ORDERS UP BRENNAN, BRIAR, REVVED

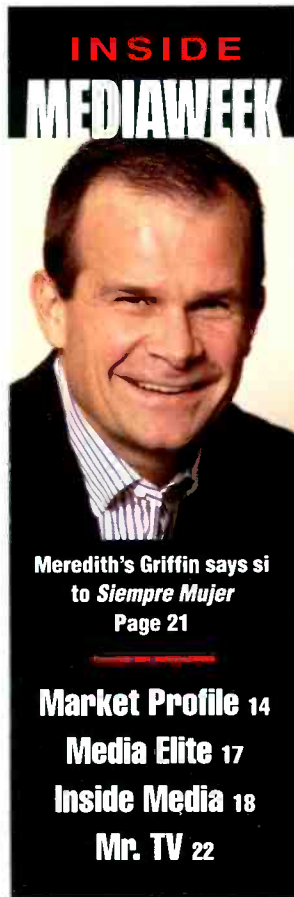
Still in search of a signature procedural show, Fox has picked up the drama pilot *Brennan*, about a female forensic anthropologist. The network also ordered *Briar & Graves*, about a priest and a doctor who investigate spiritual phenomena; *Revved*, which focuses on two brothers in Nascar country; and *Ticket to Ride*, centered on 20 people who share a winning lottery ticket. In related news, CBS gave a cast-contingent go-ahead to *Love Monkey*, about four male friends, while sister net UPN ordered *Crazy*, about a young female psychiatrist. NBC picked up classroom-set comedy *Filmore Middle*, also cast-contingent.

■ MCSLARROW TO HEAD NCTA

Kyle McSlarrow, U.S. Deputy Secretary of Energy, last week was named president/CEO of the National Cable & Telecommunications Association. He begins his new post on March 1, succeeding Robert Sachs. McSlarrow joins the NCTA prior to Congress' review of the 1996 Telecommunications Act. As deputy secretary of U.S. Energy Department, McSlarrow ran a department with 100,000 employees and a budget of \$22 billion. At the NCTA he will advocate for cable before Congress and the FCC.

■ **ADDENDA:** Bauer Publishing's *Life & Style Weekly*, which launched last fall, will raise its rate base Feb. 1 to 350,000 from 200,000...NBC's coverage of the **International Auto Show** on

Sunday, Jan. 22 delivered a 2.4 rating and 8.8 million viewers...A study by the Retail Advertising and Marketing Association found that 15.7 percent of the **Super Bowl** TV audience find the commercials to be the most important element of the telecast. Within age demos, more young adults 18-24 find the spots the most important aspect of the Super Bowl telecast than any other group...**Westwood One** has renewed its multiyear deal with the Augusta National Golf Club, making it the exclusive radio broadcaster for the Masters Tournament, April 7-10.



Meredith's Griffin says si to *Siempre Mujer*
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Market Indicators

NATIONAL TV: STRONG
Remaining first-quarter prime-time scatter ad inventory is moving more briskly as several networks fill remaining holes in their schedules. Automotive, wireless, movies and pharmaceuticals continue to drive the market.

NET CABLE: QUIET
First-quarter scatter continues to move slowly with media buys being placed immediately before airtime. As Oscars approach, studio money is fueling most of the buying activity.

SPOT TV: SOFT
Plenty of inventory available across markets. Softer market conditions in New York, Chicago and Los Angeles caused by adjustment to local people meters; younger-skewing Fox, WB and UPN stations suffering the most. Financial, pharmaceuticals, automotive are active.

RADIO: MIXED
Clear Channel's reduction in inventory continues to cause mixed conditions. Rates are negotiable. Automotive and sweeps tune-in advertising are spending briskly. National is picking up while local business remains steady.

MAGAZINES: SOLID
City and regional magazines continue to enjoy robust financial, insurance and real estate ads. Regionals also picking up healthy number of retail, home-furnishings pages.

Comedy's Close Expected To Land No. 2 MTV Nets Job

Comedy Central sales head Hank Close is expected to be promoted to a new position as the top sales deputy at MTV Networks under ad sales president Larry Divney. With Close's new job cemented as soon as this week, talks are underway with several candidates to replace him at Comedy Central. Close is also said to be looking to hire a new ad sales chief for MTV.

Ron Furman, who recently left his position as executive vp of sales and marketing at Univision after seven years with the Hispanic broadcaster, is among the leading candidates for one of the new MTV jobs. Furman could not be reached for comment. Several other broadcast and cable sales executives who are potential candidates asked not to be identified.

MTV Networks brass is banking on Close's promotion and the changes that follow to inject a new energy into the MTVN sales force. It has been criticized in recent years for not being creative enough and being "invisible on the street," said several sources close to the situation, on both the buying and selling side of the business.

"Divney, and now Close, are not being brought in to let MTV Networks' sales remain status quo," said one source. "They will look to shake up and revitalize things." —Megan Larson and John Consoli

Feds Reject Court Hearing To Loosen Ownership Rules

Media ownership regulations are likely headed back to the Federal Communications Commission for yet another rewrite following the Bush administration's decision not to defend a controversial loosening of the rules.

The Department of Justice last week decided not to ask the Supreme Court to overturn a lower court's rejection of the FCC's liberalized rules. The Republican-led agency, amid widespread controversy and against Democratic opposition, voted in 2003 to let companies amass tightly concentrated holdings that could encompass TV (continued on page 6)

Feb. Swept Away By 52-Week Plan

Broadcast nets' viewer buzz rises as first-runs air outside of sweeps

NETWORK TV By John Consoli

In what could be the first clear signal that a 52-week programming strategy can draw and keep viewers, broadcast network prime time is, for the first time in many years, generating big viewer buzz outside the traditional sweeps periods. Even better for network TV, four months into its current season, it has not lost audience share to cable.

Season-to-date, according to Steve Sternberg, executive vp/director of audience analysis for Magna Global USA, cumulative broadcast prime-time ratings are flat among viewers in both adults 18-34 and 18-49. Although ratings for ad-supported cable networks are up about 5 percent in both demos, their gains have come from an expanded base of overall television viewers (TV usage is up 2.5 percent among adults 18-49 and 4 percent in 18-34s). Much of that growth is being attributed to broadcasters' recent aversion to sweeps stunting, while staggering new program launches in months that historically featured repeats.

"There has been more multiset TV viewing going on within each household this season, which means there is more good programming on up against each other, and that is helping everyone, but particularly the broadcast networks," Sternberg said. Meanwhile, the sweeps are clearly becoming less relevant, as evidenced by this February sweeps which begins Feb. 3.

Once counted on to draw in millions of casual TV viewers with big-budget miniseries, specials and other schedule stunting, the sweeps are now taking a backseat to those traditional TV repeat months of January, March and now even April. Not only did ABC, NBC and Fox successfully premiere or relaunch returning shows in January, but all of the networks are planning similar strategies in March and April. And that strategy, at least so

far, is giving the networks the boosts that historically have come only during September premiere week or during sweeps periods.

Aside from some prescheduled, big-ticket events in February, including Super Bowl XXXIX on Fox (Feb. 6), the Grammys on CBS (Feb. 13) and ABC's coverage of the Academy Awards (Feb. 27), all of the networks, including Fox, CBS and ABC, almost exclusively plan to run their regularly scheduled programming on each night of the month as they did during the November sweeps last year.

This shift is also seen as a way to mitigate cable's audience draw. "We are no longer conceding April to the cable networks," said NBC entertainment president Kevin Reilly, who developed some hit dramas at FX before jumping to NBC. "In fact, I'd like to be premiering something, whether it be a series or a tent-pole event, on a 12-month basis from now on."

NBC will premiere its boxing reality series, *The Contender*, on Wednesday, March 9 at 8 p.m., following a special preview on March 7 at 9:30 p.m. It will also air special previews of its new drama, *Law & Order: Trial by Jury*, on successive high-viewing Thursdays, March 17 and March 24, at 10 p.m. (leading out of *The Apprentice*), before moving it to its regular Friday 10 p.m. slot on April 1. Sitcom *The Office* will premiere on Tuesday, March 22 at 9:30

NBC will launch the high-profile *Law & Order: Trial by Jury* in March rather than during the February sweeps.



p.m. and new drama *Revelations* will premiere at 9 p.m. on Wednesday, April 13.

"We have been looking to showcase these promising projects in the right time and place," said Reilly. "We're going to start programming a lot less for the sweeps and a lot more on a year-round basis."

The other networks are of like mind. ABC, on March 8, will premiere drama *Blind Justice* in *NYPD Blue*'s 10 p.m. Tuesday timeslot, after that show's finale during the last week of the sweeps. ABC also plans eventually to replace reality show *Wife Swap* with new drama *Eyes* at 10 p.m. on Wednesdays later in the season. The WB, meanwhile, will return hit drama *Summerland* during the last week of February, with fresh episodes running through March and April. The network also will premiere reality show *Starlet* in March and new sitcom *Living With Fran* in April. Both ABC and WB will air their regular schedules primarily in pattern in February, as will Fox, which is also planning to premiere new drama *The Inside* and reality show *Hell's Kitchen* in coming months.

"Our goal from now on will be to be consistent with our schedule, and to run it in pattern," said Preston Beckman, executive vp of strategic program planning for Fox. "We feel we finally have all our guns blazing. The worst thing we could do would be to start pulling these shows off for stunts."

At this point, media buyers sound encouraged by the networks' new attitude toward sweeps. "It can only benefit advertisers to even out the rating patterns rather than have all the peaks and valleys," said Kris Magel, group director of national broadcast at Optimedia. "In sweeps months, you wind up having to pay too much for a concentrated rating. This new strategy means advertisers have more months to choose as launch pads for their products."

John Rash, chief broadcast negotiator at Campbell Mithun, said that "while viewers expect to see fresh episodes in the sweeps and it is an opportunity the networks shouldn't pass up," he believes the days of placing so much emphasis on sweeps months, while ignoring the other months, are over. Rash added, "The sweeps are an industry anachronism that have outlived their usefulness by decades."

Even execs at the networks' affiliates are behind saving more first-run shows for the nonsweeps months. "I can't remember a time when people were talking more about broadcast programming rather than cable," said Dave Ward, vp of programming/marketing for WCKF, an Emmis-owned WB affiliate in Orlando, Fla. "The better any network does, the better it is for all the networks, because it will bring people back to broadcast." —with *Katy Bachman* ■

Return to the Core

ABC Family refocuses on family with new set of original programming

CABLE TV By Megan Larson

In the way that Food Network or National Geographic Channel aims to appeal to people's passion for cooking or adventure, ABC Family president Paul Lee wants his network to speak to viewers' love of family, in all of its manifestations. In doing so, Lee hopes to redefine what "family" means on TV, through a raft of new original programming that includes a reality series, *Back to School*; a made-for-TV movie, *Pizza My Heart*; and the network's first drama series, *Beautiful People*, which is close to being finalized with producer Sony Pictures Television.

These shows and others recently rolled out by Lee—*Looks of Love* and *Las Vegas Garden of Love*—reflect the loud and crazy modern family life that Lee wants to show on the network. "Let's throw away that notion of the '50s family, and embrace the contemporary family with all its humor, passion and dysfunction," he said.

Beautiful People, for example, is a one-hour drama about a mom recently abandoned by her husband. She moves her two teen daughters to New York from New Mexico so one can take advantage of a scholarship to a private school. Life in the big city will be predictably tough, but at its core, explained Lee, *Beautiful People* is about three women in transition and how they each make it work within the family unit.

Much like its theatrical namesake, *Back to School* follows three parents who never went to college but join their kids during freshman year, moving into their dorms. Another family-focused series is the previously announced *Garden of Love*. In this reality series premiering March 21, an extended family runs a Las Vegas wedding chapel. Finally, *Pizza My Heart* is a Romeo and Juliet update featuring the Prestolanis and the Montebellos, two family pizza empires in New Jersey.

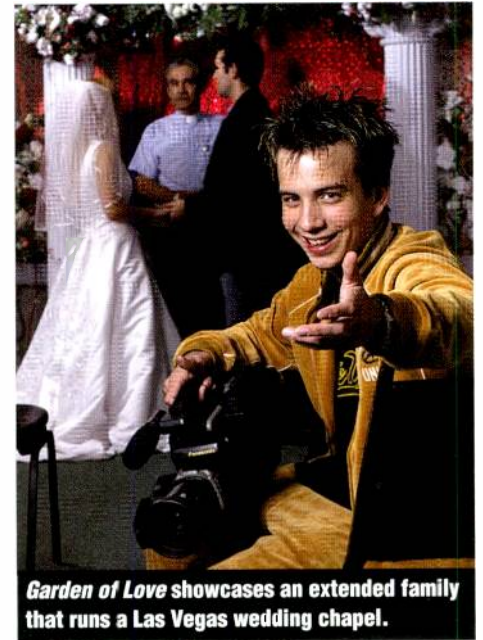
Original programming is not a new area for ABC Family, but what sets this latest slate of shows apart is that most of these series are brand-focused. They all revolve around family. One positive sign for the new slate is that *Brat Camp*, one of the first series to launch under Lee's watch, is performing better in household ratings, delivering 917,000 viewers over three episodes, than the net's earlier attempts at reality, including *Switched Up* or *Perfect Match*.

One thing is clear: ABC Family is in a much better place than when The Walt Disney Co. bought the network from News Corp. in 2001. "They had some tough sledding trying to find

a niche at first, but it has served them well to go after an older audience," said Brad Adgate, senior vp/director of research for Horizon Media. "They have had some really healthy ratings increases for a fully distributed network."

"Where ABC Family was all over the place when it was acquired, it seems that they are getting their act together in terms of figuring out what they stand for," said Tom Weeks, associate director at Starcom Entertainment. "I think that mirroring today's very different types of families is interesting positioning."

Due to the growing popularity of its original movies, culminating with December's *Snow*, which delivered 4 million total viewers, and the acquisition of *Gilmore Girls* and *Smallville* last October, ABC Family gained some traction



Garden of Love showcases an extended family that runs a Las Vegas wedding chapel.

with its target demo of adults 18-34. Last year, ABC Family delivered its largest-ever prime-time audience of adults 18-34 (221,000) and 18-49 (481,000).

During last year's upfront, ABC Family promised advertisers more originals, better acquired programming and solid tent-pole events. The network increased its upfront revenue 20 percent and delivered on its goals, said Tricia Wilbur, senior vp of ad sales and promotion. This year, she believes ABC Family will build on that strategy. (According to Nielsen Monitor-Plus, ABC Family pulled in \$227.4 million from January–November, 2004.) ■

stations, radio stations and a daily newspaper in some cities.

The Supreme Court is considered unlikely to take the case without government participation. Nevertheless, several groups indicated they would ask the high court to intervene. These include the National Association of Broadcasters and a coalition including Fox, NBC and CBS. Also intending to file is Tribune Co., which assembled four newspaper-TV combinations in hopes the rules would change. —Todd Shields

TLC's Marmet Exits Post on Heels of Discovery Layoffs

Roger Marmet, TLC senior vp and general manager, resigned last week in the wake of layoffs at Discovery Networks' U.S. channels.

A total of 24 employees were let go, mostly from the marketing and new media departments, as a result of the company's decision to invest in its international channels and a new educational programming department, a representative said. Bill Allman, head of Discovery Online, was one of the highest-ranking executives to exit.

The representative added that, rather than shrinking, the company actually plans to add as many as 300 new positions—including 50 at the U.S. networks—in the coming year. The ad sales department, which is looking to grow, will add new positions later this year.

Marmet's departure was unrelated to the staff cuts, but many people in the industry had long expected him to leave because of TLC's precipitous fall in the ratings. The biggest problem at TLC was an overreliance on its biggest hit, *Trading Spaces*, and a failure to develop any series that could help carry the network, observers said. Largely due to the eroding popularity of *Trading Spaces*, the network lost 25 percent of its audience of adults 18-49 in 2004 to deliver a total of 535,000 viewers.

In an attempt to improve ratings, TLC announced that *Trading Spaces* would be retooled as a hostless show this spring, following the departure of Paige Davis.

An early sign that Marmet might be leaving was the appointment earlier this month of (continued on page 8)

Adding Bite to the Bark

ARF meets to discuss ways ratings companies can be held more accountable

RESEARCH By Katy Bachman

The Advertising Research Foundation is holding a special daylong meeting today on the topic of the accountability of audience measurement, which could shape the future of the TV- and radio-ratings business. Originally scheduled for mid-December, the meeting will seek to hold ratings monopolies Nielsen Media Research and Arbitron more accountable for the accuracy of the ratings on which billions of advertising dollars are bought and sold.

The options being discussed include joint industry committees, strengthening the Media Rating Council and even inviting stronger government oversight. Common in Europe but prohibited by antitrust rules in the U.S., JICs allow ratings clients to band together to bid out the ratings process or conduct the research themselves, a practice that would radically alter Nielsen and Arbitron's business models.

The meeting comes at a time when broadcasters and agencies are being held more accountable for audience delivery by the advertisers that foot the bill. For media companies, ratings shortfalls often amount to millions in audience guarantees. And in the last few years, some media companies have taken issue with the underlying causes of ratings drops.

"We're not only handicapped by inaccura-

cies in the ratings, but also any instability in the ratings," said David Poltrack, executive vp of research for Viacom, who will join representatives from both ratings firms and European JICs, antitrust lawyers, and research and advertising executives from media companies, advertisers and agencies. "We have a responsibility to make sure the ratings are done accurately. The current market structure doesn't provide the kind of accountability we all need."

In the past year, Nielsen (owned by *Media-week* parent VNU) has faced criticism over a number of issues. For one, the company is still unable to measure digital video recorders and other advanced TV technologies. It's also taken heat for the way it deployed local market people meters, and for not having full MRC accreditation for its LPMs before making them the only source of ratings in some markets. Last week, the MRC decided to renew conditional—but not fully—accreditation to LPM service in New York, Chicago and Los Angeles. The MRC also shot off a letter last week to the Federal Trade Commission and to Sen. Conrad Burns (R-Mont.), chair of the Commerce communications subcommittee, looking for government backup in getting ratings services to more fully abide by their decisions. ■

Indecency Bills Grow Teeth

Fines for performers could rocket to as high as \$500,000 from \$11,000

WASHINGTON By Todd Shields

As both houses of Congress prepare to reprise last year's debate over broadcast indecency, U.S. Rep. Jan Schakowsky (D-Ill.) has served notice that free-speech guarantees will be part of the debate.

Schakowsky last week defended performers' rights as lawmakers introduced renewed legislation to hike fines on indecent broadcasts. "We, as a country, run a great risk when legislation threatens to undermine both our Constitution and our creativity," Schakowsky said. Schakowsky's ire was drawn by a measure in the renewed legislation to increase potential fines on performers from \$11,000 to \$500,000.

Schakowsky may very well stand alone. She was the only member of the Commerce Committee to vote against indecency legisla-



Lone voice: Schakowsky warned that overzealous indecency bills could chill creative output.

tion that the full House approved last year on a vote of 391-to-22. Similar legislation cleared the Senate on a 99-to-1 vote as Congress responded to the furor provoked by the expo-

*Source: The American Heritage® Dictionary of the English Language, Fourth Edition. Photo: Nick Ruechel

man

(mān) *n.*, *pl.* men (mèn). 1 An adult male human. 2. A male human endowed with qualities, such as strength, considered characteristic of mankind. 3. A *Field & Stream* reader.

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Media Wire

Discovery programming executive Sean Gallagher to take over development at TLC. No replacement for Marmet has been named. It was unclear at press time whether Gallagher might move into the top post. —ML

Initiative Hopes to Have Its PropheSEE Come True

Interpublic Group has partnered with Trendum and TV Tracker.com to develop a new Internet research tool that it says can pick the winners in each season's crop of new network programs, of which about 95 percent fail each year.

The tool, dubbed PropheSEE, combines three elements: technology from Trendum that monitors conversations in chat rooms, news groups and blogs; TV Tracker's data about program development, scheduling and ratings; and analysis from media agency Initiative.

With PropheSEE, after crunching the data, Initiative gives new shows a "buzz" rating, which quantifies how much each one is talked about every month on the Web, and a "sentiment" rating, which breaks out the buzz on each show by positive, negative and neutral comments. Initiative claims that in July it predicted that ABC's *Desperate Housewives* would generate hit ratings as well as buzz—two months before it premiered.

"PropheSEE will give us a better contextual understanding of consumer engagement with the programs, in addition to giving us the potential to spot breakout shows that are below everyone else's radar," explained Initiative CEO Alec Gerster.

Initiative has just begun sharing data with its clients. David Poltrack, executive vp of research and planning at CBS, said he is considering several Web-monitoring tools, including the one offered by Toronto-based Brandimensions, which sells a similar tool.

Some outside the Initiative client base are more skeptical. Ad research consultant Erwin Ephron dismisses such prediction techniques as ineffectual. "Change 'buzz' to 'chatter' and you have the CIA tracking al Qaeda, and you know how successful that's been," quipped Ephron. —Steve McClellan

sure of Janet Jackson's breast during last year's Super Bowl broadcast on CBS. But disagreement over media ownership stymied attempts to forge a final bill in negotiations between the chambers as the old 108th Congress was nearing adjournment.

This year there is a new Congress, and Rep. Fred Upton (R-Mich.) said getting an early start would assure passage. "We will complete the job this time around," Upton said. His measure would raise the maximum fine for each indecency violation to \$500,000, from the current maximum of \$32,500. Across Capitol Hill, Sen. Sam Brownback (R-Kansas) and Sen. Joe Lieberman (D-Conn.) introduced legislation to raise the maximum fine to \$325,000. "We must have punitive damages to give some teeth to the current fine structure," Brownback said. Neither bill would affect decency standards.

President Bush said if the legislation passes, "They're going to collect a lot of money." He spoke during an interview with C-SPAN, scheduled for broadcast on Jan. 30. Bush called himself a free-speech advocate who

tells parents to use TV "off" buttons, according to a transcript posted by C-SPAN. But the president said, "It is very important for there to be limits."

The legislation came as the FCC on Jan. 24 denied 36 complaints about TV broadcasts that were filed by the Parents Television Council, an advocacy group. Words such as "dick," "ass," "bastard" and "bitch" are not necessarily indecent, depending upon the context, the FCC said in dismissing the PTC complaints.

Parents Television Council representative Lara Mahaney called the ruling "absurd" and noted that her group has been rejected by newspapers when it sought to buy ads using the words. "Words the newspaper won't print are decent for kids at 8 p.m. and 7 p.m. Central?" Mahaney said. She said the FCC had missed an opportunity to clarify its standards.

FCC commissioner Michael Copps, a Democrat, made a similar point in his dissent. He wrote, "The commission denies these complaints with hardly any analysis of each individual broadcast, relying instead on general pronouncements." ■

Silencing Dollar-a-Holler

Bush decries gov.-funded journalism as FCC and Spitzer investigate payola

WASHINGTON By Todd Shields

Comments by President George W. Bush decrying government payments to high-profile commentators follow longstanding concerns over whether illicit payments for airtime are widespread.

During the first news conference of his second term last week, Bush said federal agencies should stop awarding outside contracts to commentators. He spoke after *The Washington Post* reported columnist Maggie Gallagher, who has backed Bush policies in TV appearances, had received \$21,500 from the Depart-

ment of Health and Human Services. "All our Cabinet secretaries must realize that we will not be paying, you know, commentators to advance our agenda," Bush said. "Our agenda ought to be able to stand on its own two feet."

Several weeks ago, news emerged that commentator Armstrong Williams received a \$241,000 contract to tout Bush's education policy. The Federal Communications Commission is looking into those payments, and also into allegations surrounding WKSE-FM in Buffalo, N.Y., where the program director was dismissed Jan. 3 for what owner Entercom Communications called violations of its conflict-of-interest policy.

The dismissed WKSE worker, Dave Universal, released a statement saying Entercom executives knew about his trips with record label executives to sporting events such as New York Yankees games. "Never once was I told not to do this," Universal said. "With all that's going on in the state of New York, it was easier for them to get rid of me than defend how I did business for them."

The remark apparently was a reference to an investigation into pay-for-play, or payola, that was launched by Eliot Spitzer, New



Pay-for player: Gallagher is just the latest "journalist" to receive funds for coverage.

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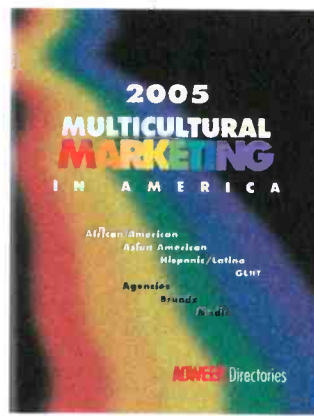
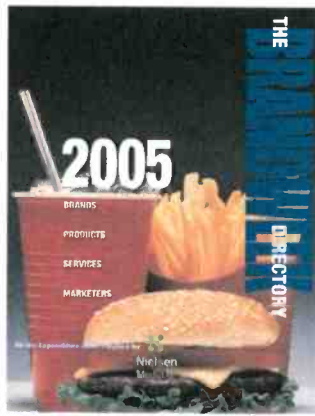
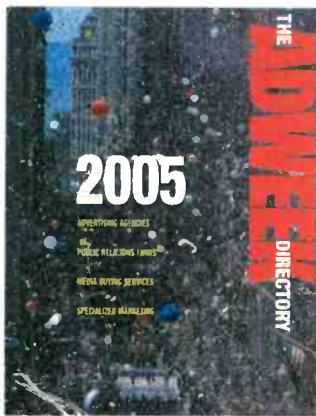
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York state's attorney general, who has a long track record of prosecuting corporate misdeeds. Spitzer's office did not return several calls seeking comment. The publicly traded EMI Group last fall issued a statement acknowledging it had been contacted "along with other companies in the music and broadcast industries."

Spitzer's involvement could bring dramatic change, said Michael Bracy, policy director of the artists' rights group, Future of Music Coalition. "When they feel there's been a public wrong, they have a history of getting results," Bracy said. "We think this has slowly been picking up steam. The concern is the structural barriers to new and independent artists getting on the air."

Direct payments to broadcast workers for airtime have been illegal, unless disclosed to viewers and listeners. In radio, a system has grown up in which independent promoters pay radio companies for the privilege of advising them on what songs to air. Record labels pay promoters to push company artists. Critics say this amounts to record companies funneling money to radio stations.

Following a spate of attention in Washington several years ago, companies including Clear Channel Communications, Cox Radio, Entercom and Viacom's Infinity Broadcasting have said they would sever ties to independent promoters. In the meantime, the FCC has asked for comments on the types and extent of payola, and how to squelch it. ■

Hispanic Ratings Runoff

Univision, SBS are ratcheting up the marketing behind their rival talents

RADIO By Katy Bachman

Facing an influx of new competition, Univision Radio, the largest Spanish-language radio group, has taken its share of ratings hits. But in Arbitron's recently released Fall ratings book, the group has bounced back on top, most notably in Los Angeles, where Univision and Spanish Broadcasting System have been cranking up their marketing in a fight for the lead.

In L.A., Univision's Eddie "Piolin" Sotelo, host of *Piolin por La Manana* on KSCA-FM, is giving El Cucuy (Renan Almendares Coello), who jumped from Univision to SBS' KLAX-FM last April, a run for his money. Both stations program a Regional Mexican format. After trailing for two surveys, Piolin surged ahead of Coello in adults 18-34, propelling KSCA to No. 10 from No. 15 and within 0.3 of a rating point of KLAX, which dropped to eighth from second among all L.A. stations.

"Piolin is the heir apparent [to Coello]," said Gary Stone, COO of Univision Radio, who noted that while Coello's strength is among adults, Piolin's primary target is young Hispanics, who make up the biggest percentage of the Hispanic population. Univision has syndicated Piolin in six other markets to equally strong ratings success. Piolin is also the adults 18-34 demo leader in San Francisco (KSOL-FM), Phoenix (KHOT-FM) and Dallas (KESS-FM). Those stations all rank as the No. 1 Spanish-language station in their market and among the top five, regardless of language.

While most of the attention in L.A. is on the shoot-out between KLAX and KSCA, Liberman Broadcasting's Regional Mexican



Piolin (above) is giving El Cucuy a real race.

station, KBUE (simulcast on KBUA and KEBN), is an equally strong contender, placing ninth in the ratings. And as the three Regional Mexican stations steal each other's audience, KLVE-FM, Univision Radio's Romantica station, was able to move up three rungs to No. 3 overall, bumping KLAX out of the top Hispanic radio position in the market.

While SBS and Univision continue to solidify their position in certain markets (SBS still leads Hispanic radio ratings in New York), there is still plenty of room for other groups to capitalize on the Hispanic boom. In Atlanta, "Viva" WWVA-FM, Clear Channel's newest Spanish-language station, which launched Sept. 16, debuted at No. 6 in the ratings with a 4.6 overall share, from a 0.8 when it was a Talk outlet, making it the top Hispanic station in the market. Among the 18-34 target, WWVA was No. 2 overall with an 11.3 share. ■



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183 TOP RADIO STATIONS

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Relevant Once More

NATPE actually hummed again, even though little business was conducted

SYNDICATION By Marc Berman

Not even a raging snowstorm on the East Coast dampened attendance of this year's annual National Association of Television Program Executives Conference and Exhibition in Las Vegas, with preliminary attendance totals (estimated at 8,500 people) up at least 10 percent from 2004's event. In search of a newfound identity, and competing with the growing presence of the Syndicated Network Television Association (SNTA) gathering in March, the extravagance of past NATPEs has morphed into a subtler arena for exchanging ideas, gathering information and conducting small-but-necessary business. Considering the conference nearly died after 9/11, that's a decent step forward.

"Although we came here with over 100 markets already renewed for *The Tony Danza Show*, we have filled in some key holes in our lineup at NATPE," said John Bryan, executive vp, general sales manager for Buena Vista Television. "We go wherever our clients are, and this week they were at this conference. It's an event you don't want to miss." (Activity for *Danza* at NATPE included renewals on WDIV/Detroit and WISH/Indianapolis, and new clearances on WIVB/Buffalo, N.Y., and WEEK/Peoria-Bloomington, Ill.)

Despite the impact consolidation has had on the business of syndication, resulting in fewer major distributors, the surviving independent companies continue to get their business done at NATPE. "As an independent, this year I was able to set up more meetings because there was less competition between the majors," said Mark Walton, president/CEO of Onyx Media Group, which is hoping to launch first-run musical weekly *Urban Café*. "Big or small, the value of getting together with your peers is invaluable. We come here to do business and learn a thing or two."

The biggest buzz of the convention came from Warner Bros., which waited until the night before the start of the conference to announce it had lined up the Fox Television Stations Group for its new talker, *The Tyra Banks Show*. Fox has cleared *Tyra* in New York; Los Angeles; Chicago; Boston; Dallas; Washington, D.C.; Atlanta; Detroit; Houston; Minneapolis; Phoenix; St. Louis; Cleveland; Orlando, Fla.; Baltimore; Birmingham, Ala.;

Memphis, Tenn.; Greensboro, N.C.; and Austin, Texas, bringing total clearance levels to approximately 70 percent of the country.

"We truly believe *Tyra* will bring something new to daytime," said Lachlan Murdoch, deputy COO of parent company News Corp., who oversees the station group. "Her talent, dedication and ability to connect with an audience makes her the ideal choice to attract a young, targeted female audience."

"Just look at how *Tyra* has brought young women to a network [UPN] known to attract male viewers with *America's Next Top Model*," chimed in Dick Robertson, president of Warner Bros. Domestic Television Distribution. "She has the talent and ambition to make a difference in daytime."

Although neither Murdoch nor Robertson would say why the Fox stations chose *Tyra* over Twentieth Television's *The Suze Orman Show*, the latter show's odds of making it now aren't very good. At press time, the syndicator has not announced any deals—station or group—for *Orman*, although it dubbed court strip *Judge Alex* a "firm go" with clearances in 65 percent of the country.

"Whatever happens happens," said Orman, who plans to continue her self-titled financial-themed series on CNBC. "My biggest obstacle has been trying to convince stations that this show will not just focus on money."

Also facing a questionable future is Sony Pictures TV's *The Robin Quivers Show*, which like *Orman* had no announced clearances by week's end. There wasn't much better news for four struggling freshman strips hoping to return next year: NBC Universal's *The Jane Pauley Show*, Warner Bros.' *The Larry Elder Show*, and Sony Pictures Television's *Life & Style* and *Pat Croce: Moving In*.

Although *Pauley* was sold to many stations at initial two-year deals, NBCU's still-unnamed

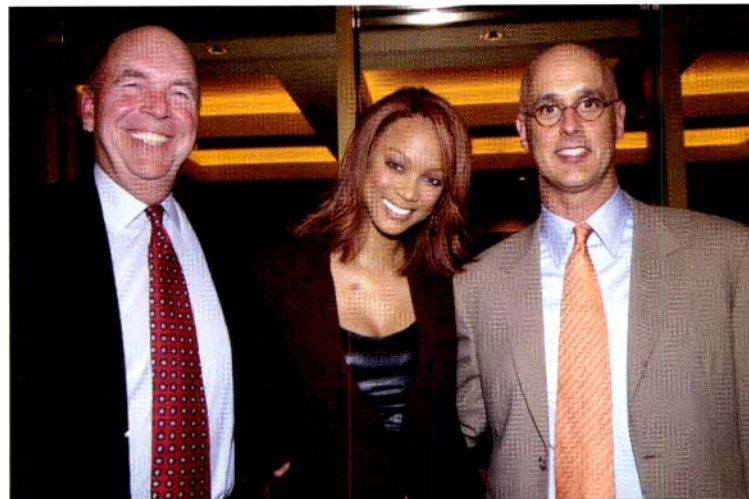
Martha Stewart project is expected to inherit many of those time periods. "I bet the next time a station thinks about buying a new show for two years they will think of *Jane Pauley*," said one media analyst who requested anonymity.

That's no guarantee of success for Stewart, though. The exec added, "Even if Stewart does get sampled, I am still not convinced she has staying power after the novelty wears off."

"Naturally there are comparisons to Martha's first show," countered Heidi Diamond, president of TV, Martha Stewart Omnimedia. "That's inevitable. But what you don't know about Martha based on that show is how funny, spontaneous and resourceful she is. In a new setting, with a live studio audience and celebrity guests, I think initial curiosity will lead to ongoing viewership. Martha is raring to go."

The moribund first-run scripted-hour genre saw a slight crackle of life last week. One project getting unexpected notice was Canadian drama *Da Vinci's Inquest*, the only new forensics crime-solving drama available for fall '05, from independent Program Partners. "I don't think a moment went by when we weren't

natpe2005



WBTV's Robertson (left) and Jim Paratore (right) surprised many at NATPE by convincing Fox Stations to sign up Tyra Banks' talk show.

meeting with somebody about this show," said Program Partners co-founder Josh Raphaelson. "Thanks to this conference, we have been inundated with offers from *CSI* affiliates and stations running *The Practice* on the weekend."

Also generating some interest on the weekend were two shows from Litton Entertainment, *HomeTeam* and *The World Explorer*. *HomeTeam* landed its first clearance on NBC-owned WCAU in Philadelphia while *The World Explorer* racked up several clearances, including ABC flagship WABC in New York, ABC affiliates WCVB in Boston and WSB in Atlanta, and NBC affil KING in Seattle. ■

market profile

BY EILEEN DAVIS HUDSON



The regional economic downturn has sent a chill through national advertising in Portland.

PHOTO: GUY WIRE/AP PHOTO

Portland, Ore.

LIKE THE REST OF THE PACIFIC NORTHWEST, PORTLAND HAS BEEN STRUGGLING through a lingering economic downturn that enveloped the region four years ago. Although national advertising is still trying to regain its footing in the City of Roses, one bright spot in the media business is

that local advertising remains robust, say area broadcast TV executives.

Belo Corp.'s NBC affiliate KGW-TV is the No. 1 station overall in the market, which ranks 24th in the country with 1.09 million TV homes. In the November sweeps, KGW won the 5 p.m. news race handily over second-place finisher KOIN-TV, Emmis Communications' CBS affiliate (see *Nielsen chart on page 16*), but the late-news competition was closer, with KGW earning an 8.2 rating/19 share to KOIN's 7.7/18.

With the recent promotion of general sales manager Ann Sobil to director of sales for sister Belo station KING-TV in Seattle, KGW is now searching for a successor, says Paul Fry, KGW vp and general manager.

Recent original-programming

efforts at KGW included the launch last fall of a weekly public affairs show called *Viewpoint*; a live town hall-style forum featuring the area's two senatorial candidates; and a one-hour telethon for tsunami-relief efforts.

KGW also produces a live half-hour 10 p.m. newscast on Paxson Communications' Pax TV affiliate KPXG. "We have challenges with getting signal coverage throughout the

DMA," says Fry. KPXG is located in Salem, which is about 50 miles from Portland. KGW is the broadcast TV home of the National Basketball Association's Portland Trail Blazers; a few of the games appear on KPXG.

Last August, Seattle-based Fisher Communications' ABC affiliate KATU lost its veteran lead male anchor of 35 years when Paul Linnman retired. Linnman continues his morning radio talk show on Clear Channel Communications' News/Talk KEX-AM. KATU expanded its 11 a.m. news a year ago to a full hour. At the start of this year, KATU replaced struggling *The Jane Pauley Show* at 3 p.m. with *The Insider*. KATU's 27-year-old live local talk/information show *AM Northwest* airs at 9 a.m. weekdays.

At KOIN, which typically ranks second or third in evening news, second in late news and fourth in morning news, vp/gm David Lippoff has been making changes to improve market position. Last September he brought back former KOIN anchor Kelley Day, most recently a weekend anchor on local Fox affiliate KPTV, to co-anchor at 5, 6, 6:30 and 11 p.m. The changes helped boost ratings in November, particularly at 11 p.m., where there had been two male co-anchors.

Lippoff also hired Dan Salamone, former news director at CBS affiliate KRQE-TV in Albuquerque, N.M., in the new position of station manager with oversight of news, marketing and production. Salamone has hired a new assistant news director and executive producer and made some anchor changes, including making meteorologist Mark Ronchetti co-anchor of KOIN's morning news with Katie Baker, formerly at CBS affiliate KREM-TV in Spokane, Wash. Baker joined the station last year, as did veteran Portland anchor Anna Katayama, formerly of KPTV, now a KOIN weekend co-anchor.

In programming, KOIN's pickup last September of *The Ellen DeGeneres Show* for the all-important news-lead-in time period has been "the biggest success story for us and for the market," says Lippoff, noting there are days when it beats *The Oprah Winfrey Show* on rival KGW. Lippoff says Portland was the second-highest-rated market for *Ellen* (where it airs in the afternoon). Last November, *Ellen* rose 31 percent in the key women 25-54 demo, compared to its predecessor,

NIelsen MONITOR-PLUS

AD SPENDING BY MEDIA / PORTLAND

| | Jan.-Dec. 2002 | Jan.-Dec. 2003 |
|-----------------|----------------|----------------|
| Spot TV | \$162,367,870 | \$185,561,740 |
| Local Newspaper | \$121,777,310 | \$140,963,430 |
| Outdoor | NA* | \$8,478,130 |
| Local Magazine | \$7,044,110 | \$7,194,740 |
| Total | \$291,189,290 | \$342,198,040 |

* Outdoor not measured in 2002 Source: Nielsen Monitor-Plus

SCARBOROUGH PROFILE

Comparison of Portland, Ore.

TO THE TOP 50 MARKET AVERAGE

| | Top 50 Market Average % | Portland Composition % | Portland Index |
|--|----------------------------|---------------------------|-------------------|
| DEMOGRAPHICS | | | |
| Age 18-34 | 31 | 31 | 100 |
| Age 35-54 | 40 | 40 | 100 |
| Age 55+ | 29 | 28 | 98 |
| HHI \$75,000+ | 31 | 25 | 80 |
| College Graduate | 14 | 12 | 90 |
| Any Postgraduate Work | 11 | 11 | 100 |
| Professional/Managerial | 26 | 26 | 100 |
| African American | 13 | 3 | 21 |
| Hispanic | 14 | 7 | 52 |
| MEDIA USAGE-AVERAGE AUDIENCES* | | | |
| Read Any Daily Newspaper | 53 | 55 | 104 |
| Read Any Sunday Newspaper | 61 | 63 | 102 |
| Total Radio Morning Drive M-F | 21 | 19 | 87 |
| Total Radio Afternoon Drive M-F | 18 | 15 | 85 |
| Total TV Early News M-F | 29 | 29 | 100 |
| Total TV Prime Time M-Sun | 38 | 34 | 88 |
| Total Cable Prime Time M-Sun | 15 | 12 | 82 |
| MEDIA USAGE-OTHER | | | |
| Accessed Internet Past 30 Days | 61 | 69 | 112 |
| HOME TECHNOLOGY | | | |
| Owns a Personal Computer | 68 | 78 | 114 |
| Purchase Using Internet Past 12 Months | 43 | 46 | 108 |
| HH Connected to Cable | 66 | 55 | 84 |
| HH Connected to Satellite/Microwave Dish | 20 | 22 | 112 |
| HH Uses Broadband Internet Connection | 23 | 24 | 103 |

*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable
Source: 2003 Scarborough Research Top 50 Market Report (Feb. 2003-March 2004)

Maurry, in November 2003.

Meredith Corp. owns the market's lone duopoly, KPTV and UPN affiliate KPDX. In June 2002, Meredith swapped the affiliations of its two stations to their present form in order to put the Fox affiliation on the stronger VHF signal, channel 12; KPDX is on UHF channel 49. With the change, all of the news was moved from KPDX to KPTV. The latter station's morning newscast (5-9 a.m.) finished No. 1 in households among all competitors in November, a first for the station, says Teresa Eurgess, KPTV and KPDX vp/gm.

"We continue to strengthen our local news," Burgess says. For instance, KPTV's hourlong 10 p.m. newscast finished third among all Fox affiliates in the nation in November with a 4.6/11 in adults 25-54 and No. 3 in 18-49 also with a 4.5/12. Two weeks ago, KPTV launched a Sunday-evening news at 5 p.m.

Last summer, Meredith promoted two of its own to positions at KPTV/KPDX. Patrick McCreery, who arrived in 2003 from Meredith's CBS affiliate KPHO in Phoenix, was promoted to news director, and Michael Brostek, previously general sales manager of WNEB, the company's CBS affiliate in Saginaw, Mich., was named gm.

KPTV also has a partnership with Pamplin Communications' News/Talk KPAM-AM, providing the local radio station with its morning weather, traffic and breaking-news reports. KPTV also works with Pamplin's free, twice-weekly city paper, the *Portland Tribune*.

In syndicated programming, sister station KPDX launched a double run of *Malcolm in the Middle* from 6:30-7:30 p.m. last fall. KPDX also hired a "street team," local people to serve as the face of the station at various community events to appeal to its target demo of adults 18-34, says Burgess.

The area's WB affiliate, KWBP, purchased in March 2003 by Tribune Broadcasting from Acme Communications, does not produce news but has found ways to make a local connection. It changed its name from WB32 to Portland's WB, and it plans to launch a Sunday-morning public affairs show in a few weeks, says Kieran Clarke, KWBP vp/gm. The station also plans to add several syndicated shows this fall, including *Sex and the City* and *My Wife and Kids*. For March 2006, KWBP has purchased the third cycle of *Seinfeld*, which will move over from its current home at KPTV. In June 2006, the second cycle of *Friends* will also

NEWSPAPERS: THE ABCs

| | Daily Circulation | Sunday Circulation | Daily Market Penetration | Sunday Market Penetration |
|---|----------------------|-----------------------|-----------------------------|------------------------------|
| Multnomah County: 278,540 Households | | | | |
| <i>The Oregonian</i> | 121,896 | 140,666 | 43.8% | 50.5% |
| Washington County: 176,547 Households | | | | |
| <i>The Oregonian</i> | 77,548 | 99,242 | 43.9% | 56.2% |
| Clark County (Wash.): 133,564 Households | | | | |
| <i>The Columbian</i> | 49,363 | 58,799 | 36.2% | 43.2% |
| <i>The Oregonian</i> | 20,202 | 26,492 | 15.1% | 19.8% |
| Clackamas County: 130,747 Households | | | | |
| <i>The Oregonian</i> | 59,116 | 73,510 | 45.2% | 56.2% |
| Marion County: 104,052 Households | | | | |
| <i>Statesman Journal</i> | 42,404 | 47,998 | 40.8% | 46.1% |
| <i>The Oregonian</i> | 6,789 | 8,262 | 6.5% | 7.9% |

Data is based on audited numbers published in the Audit Bureau of Circulations' Fall 2004 County Penetration Report.

market profile

move from KPTV to KWBP.

The market's Univision affiliate, KPOU, also does not have local news. Owner Equity Broadcasting Corp. feeds its programming via satellite from its Little Rock, Ark., headquarters, and KGW handles KPOU's sales.

Comcast Cable is the area's dominant cable

provider. Its ad-sales arm, Comcast Spotlight, serves as the local interconnect, reaching about 638,000 subscribers in the DMA.

Fox Sports Net Northwest airs considerable local sports programming in the market, including 35 Trail Blazers games; Oregon State University football and hoops;

University of Portland West Coast Conference basketball; Major League Baseball's Seattle Mariners (140 games); high school football; and boys and girls basketball state championships.

In newspapers, Advance Newspapers' *The Oregonian*, a statewide paper with distribution throughout the state and in southwest Washington, expanded its presence in the market with the launch last year of a new weekly tab section called Personal Style, focusing on fashion and shopping. Eighteen months ago, the paper expanded its Monday sports section into "Sports Extra," adding space, features, columns and stats on pro, collegiate and other sports.

Another local publication is the weekly business paper *The Business Journal of Portland*, part of the American City Business Journals chain.

Portland's radio marketplace, ranked 24th in the country, is led by radio behemoths Entercom Communications, Infinity Broadcasting and Clear Channel Communications. Clear Channel owns the market's No. 1 station overall (among listeners 12-plus) in News/Talk KEX-AM, which finished atop the heap in the just-released Fall 2004 Arbitron ratings survey with a 5.6 share.

KKCW was No. 1 in morning drive, while KUPL finished in a three-way tie for first in afternoon drive with Rose City Radio Corp.'s News/Talk KXL-AM and Entercom's Country KWJJ-FM. According to BIA Financial Network estimates, none of these stations were No. 1 in ad revenue in the market. The No. 1 biller is Infinity's Adult Album Alternative KINK-FM, which took in an estimated \$8.9 million in 2003, the most recent year for which figures are available.

Sacramento, Calif.-based Bustos Media Corp., owned by president and CEO Amador Bustos, launched in July 2003 with its \$8.5 million purchase of four stations in Portland. Bustos specializes in developing Spanish-language radio stations in midsize Hispanic markets seeing rapid growth. Hispanics make up an estimated 7 percent of the area's population.

Clear Channel Outdoor dominates in the local out-of-home market, offering 225 bulletins, about 1,000 30-sheets and 33 wallscapes. But Lamar Advertising became CC's main rival this month with the purchase of Obie Media and its transit advertising contract with Tri-County Metropolitan District of Oregon (Tri-Met). Besides those buses and light-rail vehicles (called MAX), Lamar also picked up Obie's bulletins, bus benches and wallscapes in the DMA.

ARBITRON RADIO OWNERSHIP

| Owner | Stations | Avg. Qtr.-Hour Share | Revenue (in millions) | Share of Total |
|------------------------------|------------|----------------------|-----------------------|----------------|
| Entercom Communications | 2 AM, 5 FM | 19.7 | \$37.1 | 30.3% |
| Infinity Broadcasting | 1 AM, 5 FM | 19.8 | \$35.0 | 28.6% |
| Clear Channel Communications | 2 AM, 3 FM | 19.7 | \$24.8 | 20.2% |
| Rose City Radio | 1 AM, 1 FM | 8.3 | \$10.0 | 8.2% |
| Salem Communications | 2 FM | 3.7 | \$5.8 | 4.7% |
| Donald Coss | 1 AM | 1.3 | \$1.3 | 1.1% |

Includes only stations with significant registration in Arbitron diary returns and licensed in Portland or immediate area. Share data from Arbitron Fall 2004 book; revenue and owner information provided by BIA Financial Network.

NIelsen RATINGS / PORTLAND

EVENING- AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

| Time | Network | Station | Rating | Share |
|-------------|---------|---------|--------|-------|
| 5-5:30 p.m. | NBC | KGW | 10.7 | 22 |
| | CBS | KOIN | 5.7 | 12 |
| | ABC | KATU | 5.3 | 11 |
| | Fox | KPTV* | 2.8 | 6 |
| | UPN | KPDX* | 1.5 | 3 |
| | WB | KWBP* | 1.2 | 3 |
| | Pax | KPXG* | # | # |
| 5:30-6 p.m. | ABC | KATU | 5.3 | 11 |
| 6-6:30 p.m. | NBC | KGW | 8.5 | 15 |
| | ABC | KATU** | 6.9 | 12 |
| | CBS | KOIN | 5.7 | 10 |
| | WB | KWBP* | 3.5 | 6 |
| | UPN | KPDX* | 2.8 | 5 |
| | Fox | KPTV* | 2.8 | 5 |
| | Pax | KPXG* | 0.4 | 1 |
| 6:30-7 p.m. | NBC | KGW | 6.9 | 12 |
| | ABC | KATU | 6.7 | 12 |
| | CBS | KOIN | 5.6 | 10 |
| | Fox | KPTV* | 3.5 | 6 |
| | UPN | KPDX* | 2.9 | 5 |
| | WB | KWBP* | 2.3 | 4 |
| | Pax | KPXG* | 0.6 | 1 |

Late News

| | | | | |
|---------------|-----|-------|-----|----|
| 10-10:30 p.m. | Fox | KPTV | 5.9 | 11 |
| | Pax | KPXG | 1.0 | 2 |
| 10:30-11 p.m. | Fox | KPTV | 5.9 | 11 |
| 11-11:30 p.m. | NBC | KGW | 8.2 | 19 |
| | CBS | KOIN | 7.7 | 18 |
| | ABC | KATU | 4.1 | 10 |
| | Fox | KPTV* | 3.1 | 7 |
| | WB | KWBP* | 1.6 | 4 |
| | UPN | KPDX* | 0.8 | 2 |
| | Pax | KPXG* | 0.1 | # |

*Non-news programming. #Below reportable minimum. **Network news. Source: Nielsen Media Research, Nov. 2004.

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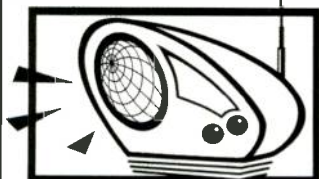
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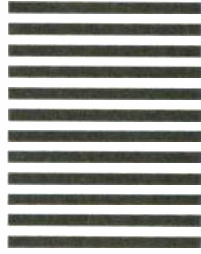
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EDITED BY ANNE TORPEY-KEMPH

MAGAZINES

At Rodale: **David Zinczenko**, *Men's Health* editor in chief, was promoted to senior vp, and **Rosemary Ellis**, most recently vp, editorial director of *Prevention*, was promoted to senior vp...**Randi Schatz**, president/COO of New York-based Meritainment, has been named vp, publisher of CurtCo Media's *Worth*.

RADIO

Philip Summers has joined Sirius Satellite Radio as senior director of sports marketing. He had been senior director of marketing and sales for the National Football League...At Clear Channel: **Sarah Simpson** was named director of sales for the company's stations in Sacramento, Calif. She had been general sales manager for the company's two AM stations in the market, KFBK and KSTE. And **Dennis Martinez** was named program director of KYLD-FM, CC's Contemporary Hit Radio station in San Francisco. He had been p.d. of KDON-FM, CC's CHR station in Salinas-Monterey, Calif.

TV STATIONS

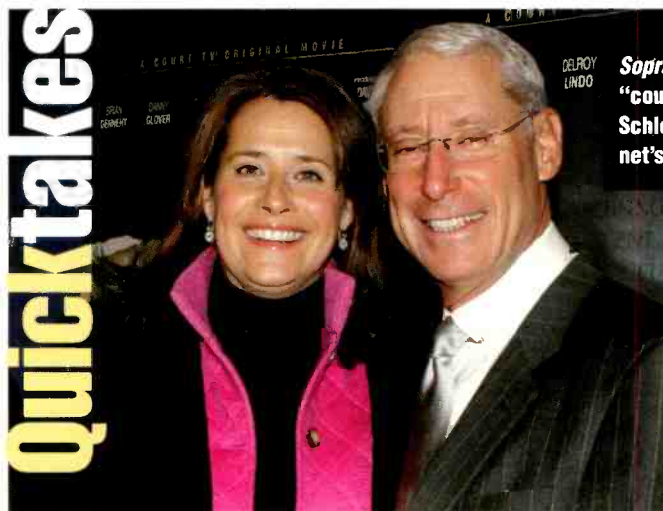
Steve Poitras was named station manager for KBHK-TV and **Dan Rosenheim** was promoted to vp of news, from news director for KPIX, Viacom's UPN and CBS owned-and-operated duopoly in San Francisco. Poitras had been director of marketing and creative services for both stations...**Rick Erbach** was named news director for WGCL, Meredith Broadcasting's CBS affiliate in Atlanta. Erbach had been with CNN Newsource in Atlanta as vp of sales and affiliate relations.

AGENCIES

Peter Demas, who spent 12 years in production roles at MTV and most recently was principal creative executive at Little Biggies, LLC, has joined media agency MediaVest as vp, director of production.

RESEARCH

Michael Panebianco was named to the new position of senior account manager and digital media specialist of outdoor solutions for Arbitron. He had been director of sales for Nassau Media Partners.



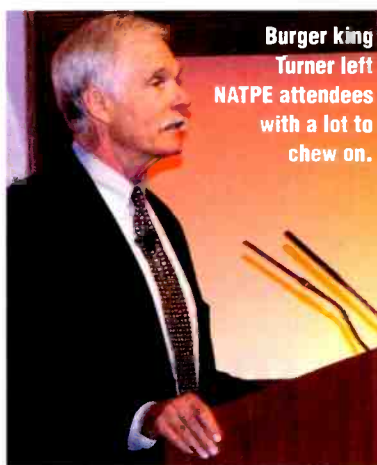
Sopranos star Bracco (l.) "counseled" Court TV's Schleiff about one of the net's latest projects.

IT WAS LIKE A SOPRANOS CAST REUNION

at Court TV's party last week at the Museum of Television & Radio in New York. Lorraine Bracco, Aida Turturro and Federico Castelluccio all showed up for the premiere of the cable net's latest original film, *The Exonerated*, based on the award-winning Broadway play about five death-row inmates who were finally cleared of their crimes. Turns out Bracco was the one who gave Court TV CEO **Henry Schleiff** the idea to make the play into a TV film. Joining Schleiff and "family" at the premiere after-party were *Exonerated* stars Susan Sarandon, Aidan Quinn and Delroy Lindo...**Stephen Hawkins** had the first meeting with his "makeover" team last week, and he's ready to do whatever they want him to do—for his station, that is. WCYB-TV in Bristol, Va., where Hawkins is news director, was chosen to receive a whole new image as the winner of the Ultimate Newscast Makeover, a first-time contest run by the Radio-Television News Directors Association. The station transformation, to include an invigorated set with new music and graphics, courtesy of services donated by Broadcast Design International Inc., Devlin Design Group Inc., FX Group and Stephen Arnold Music, will happen over a single weekend in early March. The entire process will be video-

taped and packaged for a show-and-tell session at the RTNDA@NAB conference in April in Las Vegas...In other "family" news, one of *Mediaweek's* own scored big with her new CBS series *Numb3rs*, which premiered Jan. 23 after the AFC championship game to a smashing

15.7 rating/24 share in households. **Cheryl Heuton**, *Mediaweek's* former executive editor, and her husband, Nick Falacci, created the series and are co-executive producers. They started with a story about a mathematician, CBS suggested the crime angle, and—voila!—it all added up. We'll be pulling for her *Numb3rs* to keep growing as the drama settles into its regular timeslot, Friday at 10...Besides his furor-provoking comments comparing Fox News Channel's lead in the cable news ratings race to Adolf Hitler's popularity in 1930s Germany, **Ted Turner** also tossed out a grab bag of odd observations and quips to a packed house at last week's National Association of Television Programming Executives confab in Las Vegas. After ranting about out-of-control



Burger King Turner left NATPE attendees with a lot to chew on.

media concentration, the irascible ex-media mogul shouldered some of the blame for it, saying that merging with Time Warner, though a sound business move, was the biggest mistake of his career. Between plugs for his growing chain of bison burger restaurants, Turner also said he's finally over being "phased out" at T-W by former CEO Gerald Levin: "If I can forgive the Russians and Soviets for 50 years of despotic communism, I can get over that." As the session wrapped up, several young producers asked Turner for advice on how to break into the industry. His reply: "Go into the restaurant business, like I did." ■

■ **WebTrends** will offer free local seminars titled "Moving From Metrics to Results" on leveraging Web analytics for improved Web ROI throughout February in such cities as Denver (Feb. 1), Pittsburgh (Feb. 10) and Chicago (Feb. 11). Topics include Web measurement, performance and search results. See www.webtrends.com for details.

■ The McGraw-Hill Cos. will present **Media Summit New York** Feb. 9-10 at the McGraw-Hill Building in New York. Sponsored by *BusinessWeek* and Standard & Poor's and produced by Digital Hollywood, the event will explore the issues of globalization, convergence, traditional media, digital and mobile media, games, and wireless. Keynote by NBC Universal CEO Bob Wright. Visit www.digitalhollywood.com.

■ The **Radio Advertising Bureau's** annual **sales, marketing and leadership conference** will be held Feb. 10-13 at the Hyatt Regency Hotel in Atlanta. Herb Cohen, author of *You Can Negotiate Anything*, will give the keynote address Feb. 11. Register at 800-917-4269 or rab2005.com.

■ The **American Association of Advertising Agencies' 12th Annual Media Conference & Trade Show** will be held at the Hilton New Orleans Riverside March 2-4. Panels and presentations will cover topics including branded content and multicultural and youth markets. Register for the conference, including the *Mediaweek* golf tournament, at www.aaaa.org or contact Michelle Montalto (michelle@aaaa.org) for more information.

■ The **John A. Reisenbach Foundation** will honor GroupM Worldwide CEO Irwin Gotlieb with the 2005 Distinguished Citizen award at its March 8 **13th annual gala**. The charitable organization of New York's media and advertising communities will host the event at the Harmony Club, with Initiative Media CEO Alec Gerster and former *Variety* publisher Gerry Byrne serving as the evening's co-chairs. Call 212-935-1840 or e-mail ronnyvenable@aol.com.

FCC Media Bureau Chief to Step Down

Turnover continues at the Federal Communications Commission following the announced departure of Chairman Michael Powell. Last week, the agency said Ken Ferree, chief of the Media Bureau, will leave in March when Powell resigns. Ferree, a law-school acquaintance of Powell's, is the first to fill the post, created in 2002 to oversee the agency's old cable and mass-media bureaus.

Interscope to Create Content for Sirius

Sirius Satellite Radio teamed with Interscope Geffen A&M Records and Jimmy Iovine, its chairman, to produce content for the subscription radio service. As part of the exclusive deal, Iovine—who helped Sirius launch a Hip Hop channel featuring Interscope act Eminem—will act as creative advisor and consultant to Sirius on new programming opportunities. The label will also offer Sirius marketing and promotion opportunities with its artists, including U2, No Doubt, Sheryl Crow and 50 Cent.

Subscription Agent Responds to G+J Suit

Four days after G+J USA Publishing filed a lawsuit in U.S. District Court contending that Publishers Communications Systems, a subscription agent, breached its contract to provide individually paid subscriptions to G+J titles, the Margate, Fla.-based agent released a statement saying G+J's allegations "are unfounded and without merit." PCS chief executive Walter Stevens, who is also being sued, said, "G+J's circulation and rate-base problems are no secret in the industry," referring to when G+J's reputation two years ago was damaged after audits revealed overinflated circ estimates for *YM* and *Rosie*, both now shuttered. Stevens added, "Motivated solely by rate-base pressures, G+J has taken an unprecedented self-serving action publicly vilifying a subscription clearing company with 31 years of providing reliable and responsible service to multiple publisher clients."

Infinity Launches National Ad Campaign

In a move to increase revenue in a soft ad environment and brand its portfolio of top-market stations, Infinity Broadcasting last week launched a print campaign in national advertising and media publications that stresses to the ad community the advantages of free radio. The "How Far Will You Go?" campaign features pictures of such innova-

tive music icons as Iggy Pop and Bob Marley and testimonials from Monster and Daimler-Chrysler executives. The campaign will run several months and also will use radio, outdoor and direct mail.

NYT to Print Paid Social Announcements

For the first time in its 153-year history, *The New York Times* now offers newlyweds the chance to publicize their big day through Social Announcements, a weekly bannered advertising section in Sunday Styles. The wedding, engagement, anniversary and partnership banners may feature a photo and will also run in the paper's new online weddings directory section.

PGA Tour Joins Nielsen Scorecard Service

The PGA Tour signed a two-year license agreement for Nielsen Sports' Sponsorship Scorecard service, which in July began to track and measure sponsorships placed in televised sporting events. Sponsorship Scorecard was developed in collaboration with Nielsen Ventures, owned by *Mediaweek* parent VNU.

Sundance Net, Docurama Offer Docu DVDs

Sundance Channel partnered with documentary DVD label Docurama to create the Sundance Channel Home Entertainment Documentary Collection. The group plans to release six titles a year from Sundance's lineup of original and acquired documentaries, starting April 26 with *The First Amendment Project*, three films produced by Sundance and Court TV.

Hartle Media Buys Calif. Home & Design

Hartle Media Ventures, publishers of San Francisco monthly magazine *7x7* and regional *California Escapes*, partnered with book publisher The McEvoy Group to acquire *California Home & Design*, a monthly shelter magazine. The title's redesign and relaunch will be complete with the May issue.

Forbes Magazine Expands to Radio

Forbes announced last week it is extending its brand to radio through a deal with Oregon-based TRN Enterprises, syndicator of several talk-radio shows. *Forbes Radio*, a three-hour weekly radio program based on content from the magazine, will launch Saturday, March 5 and air 1-4 p.m. The magazine also produces *Forbes on Fox*, a weekend program on Fox News Channel. ■



Final Call for Entries



Best Hispanic Spots of 2004

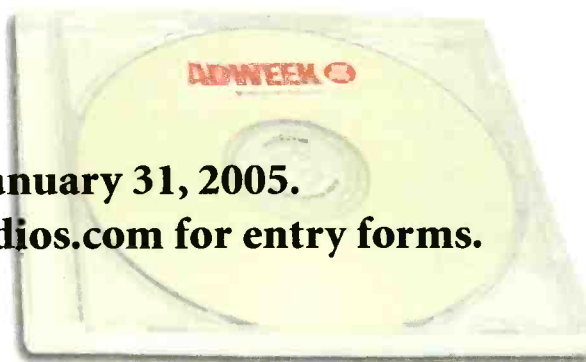
Brought to you by Marketing y Medios and Adweek's Best Spots

Marketing y Medios editors will review the best tv spots of 2004 targeting Hispanic consumers and announce the winners in the April 2005 issue. Both Spanish and English language commercials aimed at Latinos that aired in the United States for the first time in 2004 are eligible.

Good luck!

Los editores de Marketing y Medios elegirán los mejores comerciales de TV de 2004 dirigidos al mercado hispano y darán a conocer los ganadores en su edición de abril de 2005. Para participar, los anuncios – que pueden estar en inglés o en español - deben haber sido transmitidos en EE.UU. por primera vez en 2004.

¡Buena suerte!



**The deadline is January 31, 2005.
Go to www.marketingymedios.com for entry forms.**

**La fecha límite de inscripción es el 31 de enero de 2005.
Conéctese a www.marketingymedios.com, donde encontrará el formulario de inscripción.**

**If you have any questions, call (646) 654-5218
or e-mail nsobel@adweek.com**

New Spring Collection

Fairchild next month launches *Vitals Woman*, the latest luxury-service offering from the Vitals Network

LAST AUGUST, FAIRCHILD PUBLICATIONS ROLLED OUT *VITALS*, A MEN'S LUXURY LIFESTYLE magazine teeming with service and shopping tips. But instead of waiting for reader response, the publisher quickly expanded the concept and announced the addition of a women's version that would become

part of a newly minted advertising proposition called the Vitals Network. Media buyers could buy into two gender-specific publications that share the same name and editorial concept. The publishing strategy is the first of its kind.

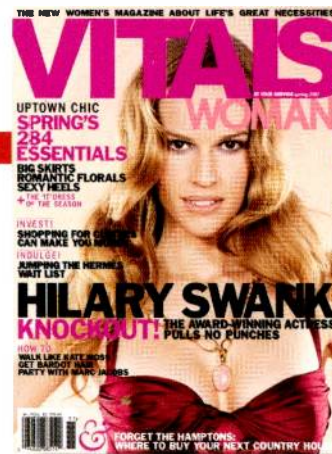
Two editions of *Vitals Man* have already been published, and *Vitals Woman* makes its debut on newsstands Feb. 15. Like *Vitals Man*, the women's version will have a 200,000 rate base, with 160,000 of its circulation sent free to affluent readers plucked from the Advance Magazine Group subscriber database. A total of 125,000 copies will also be sold on newsstands for \$4.95. Both titles will publish quarterly on an alternating schedule.

Luxury-oriented media buyers say they are

intrigued by *Vitals*' strategy. "The positioning of the luxury market is smaller, so therefore the dual gender makes a whole lot of sense," said Pattie Garrahy, PGR Media CEO, whose clients include Tommy Hilfiger and Ian Schrager. "There's also a lot of blending in the buying behavior of luxury consumers."

While *Vitals Woman* will be clearly edited for its audience, readers and advertisers will note it shares many similarities with its sibling through an almost unisex design sensibility.

"It's not girly," said Joe Zee, *Vitals* editor in chief. "It would be erroneous for it to be all chatty and girly because it doesn't serve our mandate for being more sophisticated and smart. I wanted to keep a general DNA for the



The latest edition will be smart and sophisticated, but not "girly."

magazine. If we did a completely different magazine, it wouldn't be called *Vitals*."

Like its male counterpart, *Vitals Woman* veers toward the high end of the shopping spectrum, with a guide on pricey handbags (\$3,050-\$11,100) with wait lists, though some items are within a reasonable range: a collection of black sunglasses costing between \$50 and \$280.

On the business front, *Vitals Woman* garnered 42 ad pages for its debut (versus 81 for the first issue of *Vitals Man*), including Chanel and Lancôme. About 60 percent of the ads are unique to each magazine, said Alyce Alston, Vitals Network vp, publisher. There is also a 5 percent discount incentive for advertisers who buy both books. The open rate for a full-color page is \$24,700.

In many ways, the Vitals Network is like a designer, explained Alston, "with each of the collections reinforcing and leveraging the power of the brand." —LG

EDITOR'S NOTE

G+J Deserves a Backslap, Not a Smackdown

G+J USA Publishing can't seem to catch a break. Over the past two years, the publisher's business woes have played like a Greek tragedy. Now this: The Audit Bureau of Circulations reclassified 165,000 subscriptions for five of its six titles as nonpaid after Publishers Communications Services, a Florida-based subscription agent, failed to provide proper documentation for 80 percent of its orders. The move, which affects G+J's circs for late 2003 and early 2004, will cost some \$10 million in advertiser makegoods and refunds, according to CEO Russell Denson. That could rise if media buyers have their way; some may demand "goodwill" rebates or CPM adjustments.

While G+J's pending breach-of-contract lawsuit against the agent will determine who ultimately is responsible for this latest snafu—PCS claims the publisher's allegations are unfounded—media buyers at this point should applaud G+J for having been the first to take the bold and necessary step of speedier audits.

In an ironic twist, to help repair its tarnished image, G+J last year had requested ABC cut its audit time by half, becoming the only publisher to request ABC perform regular six-month audits of its maga-

zines. The idea was to help show transparency in a company that had been known to submit muddled publishers' statements.

In doing so, ABC stumbled upon the questionable third-party subscriptions, and G+J has once again become the poster child for circulation reform. But the fact is, six months from now, as audits are completed, there is a possibility the problem may have spread to other publishers that have used PCS' services, among them Time Inc., Meredith Corp. and American Media Inc. By having ABC deliver the bad news six months earlier, G+J has taken its medicine, while the rest of the industry doesn't even know if it's infected. Such uncertainty ultimately distracts publishers from maintaining the vitality of magazines.

While G+J no doubt opened a Pandora's box of troubles with subscription agents (and they should be investigated), what the publisher also helped make clear is that the quicker audits get done, the better. ABC, and rival BPA Worldwide, should embrace six-month audits. In the age of media fragmentation, anything that provides a more timely appraisal of a publisher's circulation is a no-brainer. —LG

WEEKLIES JANUARY 31, 2005

All in the Family

Meredith launches Latina mag

After two years in development, Meredith Corp., publisher of *Better Homes and Gardens* and *Ladies' Home Journal*, last week announced the launch of *Siempre Mujer!* (Always Woman), a Spanish-language home- and family-lifestyle magazine that will premiere this September as a bimonthly with a 350,000 rate base.

In addition to being sold on newsstands for \$3.00, Meredith will tap its database of 75 million names, and partner with Home Interiors & Gifts, a direct-selling company of home-related products that already develops and markets a line for *Better Homes*. Home Interiors' 30,000-member Latino sales force will sell subscriptions directly to Hispanic women.

The magazine will cover family, beauty and fashion, decorating, relationships, food, and culture. "It spans a broad gamut of information that in magazine form today is not available in one package for Hispanic readers," said Jack Griffin, president, Meredith Publishing Group.

While Hispanic publications have flourished in recent years, Meredith's shelter magazine will be unique. Most Hispanic titles focus on celebrity, fashion and beauty, as well as parenting, including Time Inc.'s *People en Español* and G+J USA Publishing's *Ser Padres*.

Overseeing the launch will be Susan Baron, formerly senior vp of American Baby Group and *Better Homes*, who this week added the company's Hispanic ventures to her duties. Ruth Gaviria, publisher, executive director of Meredith Hispanic Ventures, will act as publishing director, and former *Ser Padres* editor Johanna Buchholtz-Torres will be *Siempre Mujer!*'s editor in chief.

Given Meredith's shelter and family-oriented titles, as well as its handful of American Baby-branded Hispanic titles such as *Healthy Kids en Español*, buyers say Meredith's latest publishing effort makes sense. "Meredith stays true to what they are known for," said Brenda White, Starcom USA, director of print investment. "Home and family is in their blood."

Separately, Tom Hart, formerly general manager of Meredith Corp.'s sales, has been named senior vp, gm and publishing director of *Better Homes* and its 150 special-interest publications. Leaving the company is Dan Lagani, *Better Homes*' vp, publisher for nearly three years. Lagani's successor has not yet been named. —LG

| | ISSUE DATE | CURRENT PAGES | ISSUE DATE LAST YEAR | PAGES LAST YEAR | PERCENT CHANGE | YTD PAGES | YTD LAST YEAR | PERCENT CHANGE |
|--------------------------|------------|---------------|----------------------|-----------------|----------------|---------------|---------------|----------------|
| NEWS/BUSINESS | | | | | | | | |
| BusinessWeek | 31-Jan | 34.17 | 2-Feb | 32.54 | 5.01% | 142.71 | 154.43 | -7.59% |
| The Economist | 22-Jan | 56.00 | 24-Jan | 37.00 | 51.35% | 148.00 | 122.00 | 21.31% |
| Newsweek ^E | 31-Jan | 19.86 | 2-Feb | 33.32 | -40.40% | 105.06 | 148.68 | -29.34% |
| The New Republic | 31-Jan | 4.08 | 2-Feb | 3.00 | 36.00% | 15.15 | 16.65 | -9.01% |
| Time ^E | 31-Jan | 38.66 | 2-Feb | 37.12 | 4.15% | 153.14 | 171.57 | -10.74% |
| U.S. News & World Report | 31-Jan | 29.41 | 2-Feb | 17.39 | 69.12% | 109.73 | 97.77 | 12.23% |
| The Weekly Standard | | | | | | 11.16 | 9.66 | 15.53% |
| Category Total | | 182.18 | | 160.37 | 13.60% | 684.95 | 720.76 | -4.97% |

| SPORTS/ENTERTAINMENT/LEISURE | | | | | | | | |
|-------------------------------------|-----------------|---------------|--------|---------------|---------------|-----------------|-----------------|---------------|
| AutoWeek | 31-Jan | 16.89 | 2-Feb | 14.07 | 20.04% | 92.32 | 80.25 | 15.04% |
| Entertainment Weekly | 28-Jan | 33.00 | 23-Jan | 29.17 | 13.13% | 106.54 | 93.78 | 13.61% |
| Golf World | 28-Jan | 24.13 | 30-Jan | 19.33 | 24.83% | 87.82 | 104.48 | -15.95% |
| New York | NO ISSUE | | 2-Feb | 32.80 | N.A. | 137.00 | 159.60 | -14.16% |
| People | 31-Jan | 67.69 | 2-Feb | 46.64 | 45.13% | 287.68 | 248.96 | 15.55% |
| Sporting News | 4-Feb | 7.83 | 2-Feb | 12.50 | -37.36% | 45.00 | 50.76 | -11.35% |
| Sports Illustrated | 31-Jan | 30.13 | 2-Feb | 31.26 | -3.61% | 105.72 | 138.68 | -23.77% |
| Star | 31-Jan | 12.32 | 3-Feb | 11.57 | 6.48% | 67.14 | 75.60 | -11.19% |
| The New Yorker | NO ISSUE | | | | | 107.97 | 92.72 | 16.45% |
| Time Out New York | 26-Jan | 54.25 | 28-Jan | 64.38 | -15.73% | 212.07 | 225.26 | -5.86% |
| TV Guide | 30-Jan | 26.37 | 31-Jan | 43.85 | -39.86% | 196.48 | 250.53 | -21.57% |
| Us Weekly+ | 31-Jan | 34.83 | 2-Feb | 19.83 | 75.64% | 143.40 | 94.49 | 51.76% |
| Category Total | | 307.44 | | 325.40 | -5.52% | 1,589.14 | 1,615.11 | -1.61% |

| SUNDAY MAGAZINES | | | | | | | | |
|-------------------------|--------|---------------|-------|---------------|---------------|-----------------|-----------------|---------------|
| American Profile | 30-Jan | 9.62 | 1-Feb | 9.35 | 2.89% | 45.99 | 45.25 | 1.64% |
| Parade | 30-Jan | 16.50 | 1-Feb | 10.13 | 32.88% | 63.91 | 57.19 | 11.75% |
| USA Weekend | 30-Jan | 11.37 | 1-Feb | 9.64 | 17.95% | 66.78 | 46.74 | 42.88% |
| Category Total | | 37.49 | | 29.12 | 28.74% | 176.68 | 149.18 | 18.43% |
| TOTALS | | 527.11 | | 514.89 | 2.37% | 2,450.77 | 2,485.05 | -1.38% |

E=estimated page counts; +=one more issue in 2005 than in 2004

BIMONTHLIES JANUARY/FEBRUARY 2005

| | RATE BASE (1ST HALF '04) | CIRC. ('ST HALF '04) | CURRENT PAGES | PAGES LAST YEAR | PERCENT CHANGE | YEAR TO DATE | YTD LAST YEAR | PERCENT CHANGE |
|-------------------------|--------------------------|----------------------|-----------------|-----------------|----------------|---------------|---------------|----------------|
| GENERAL INTEREST | | | | | | | | |
| American Heritage | 340,000 | 351,585 | NO ISSUE | | | 0.00 | 0.00 | N.A. |
| American Photo | 200,000 | 199,159 | 54.50 | 54.00 | 0.93% | 54.50 | 54.00 | 0.93% |
| Tracks ^{7/F} | 150,000 | N.A. ^C | 33.00 | 28.50 | 15.79% | 33.00 | 28.50 | 15.79% |
| Mother Jones | 225,000 | 235,986 | 31.62 | 26.00 | 21.62% | 31.62 | 26.00 | 21.62% |
| Category Total | | | 119.12 | 108.50 | 9.79% | 119.12 | 108.50 | 9.79% |

| LIFESTYLE | | | | | | | | |
|--|----------------------|----------------------|-----------------|-----------------|--------------|-----------------|-----------------|--------------|
| AARP The Magazine | 22,000,000 | 22,720,073 | 35.06 | 35.23 | -0.48% | 35.06 | 35.23 | -0.48% |
| Bridal Guide | None | 208,043 | 331.01 | 413.61 | -19.97% | 331.01 | 413.61 | -19.97% |
| Bride's | None | 366,598 | 298.63 | 338.48 | -11.77% | 298.63 | 338.48 | -11.77% |
| Cargo | 300,000 | N.A. ^C | 47.07 | N.A. | N.A. | 47.07 | N.A. | N.A. |
| Departures ⁷ | 580,000 | 689,223 ^B | 82.19 | 87.36 | -5.92% | 82.19 | 87.36 | -5.92% |
| Elegant Bride | None | N.A. ^C | 174.77 | N.A. | N.A. | 174.77 | N.A. | N.A. |
| Fit Pregnancy ^F | 500,000 | 528,214 | 82.05 | 117.10 | -29.93% | 82.05 | 117.10 | -29.93% |
| Islands ^B | 200,000 ^X | 203,878 | 43.67 | 52.83 | -17.35% | 43.67 | 52.83 | -17.35% |
| Modern Bride | None | 398,886 | 518.57 | 509.89 | 1.70% | 518.57 | 509.89 | 1.70% |
| Nat'l Geographic Traveler ^B | 715,000 | 719,815 | 50.61 | 47.28 | 7.04% | 50.61 | 47.28 | 7.04% |
| Saveur ^B | 375,000 | 373,569 | 39.66 | 25.24 | 57.13% | 39.66 | 25.24 | 57.13% |
| Sync ^F | 200,000 | N.A. ^C | 37.50 | N.A. | N.A. | 37.50 | N.A. | N.A. |
| Category Total | | | 1,740.79 | 1,627.02 | 6.99% | 1,740.79 | 1,627.02 | 6.99% |

| SHELTER | | | | | | | | |
|---------------------------------|----------------------|---------|---------------|---------------|--------------|---------------|---------------|--------------|
| Dwell ^B | 200,000 ^Q | 212,339 | 92.82 | 59.82 | 55.17% | 92.82 | 59.82 | 55.17% |
| Elle Decor ⁷ | 500,000 | 515,661 | 83.00 | 107.71 | -22.94% | 83.00 | 107.71 | -22.94% |
| Garden Design ^F | 300,000 | 258,733 | 42.50 | 31.99 | 32.85% | 42.50 | 31.99 | 32.85% |
| Metropolitan Home | 600,000 | 615,230 | 75.63 | 73.29 | 3.19% | 75.63 | 73.29 | 3.19% |
| Midwest Living | 900,000 | 911,866 | 78.73 | 98.83 | -20.34% | 78.73 | 98.83 | -20.34% |
| OCF | 300,000 | 288,295 | 22.80 | 17.12 | 33.18% | 22.80 | 17.12 | 33.18% |
| Old House Journal | None | 107,201 | | | | | | |
| Southern Accents | 400,000 | 421,526 | 65.54 | 66.59 | -1.58% | 65.54 | 66.59 | -1.58% |
| Traditional Home ^B | 950,000 | 957,046 | | | | 0.00 | 0.00 | N.A. |
| Veranda | 390,000 | 419,630 | 92.72 | 89.86 | 3.18% | 92.72 | 89.86 | 3.18% |
| Workbench Magazine ^J | 375,000 | 394,545 | 68.86 | 62.37 | 10.41% | 68.86 | 62.37 | 10.41% |
| Category Total | | | 622.60 | 607.58 | 2.47% | 622.60 | 607.58 | 2.47% |

| SPORTS/FITNESS | | | | | | | | |
|---------------------------------|-----------|-----------|-----------------|-----------------|--------------|-----------------|-----------------|--------------|
| Golf for Women | 500,000 | 504,454 | 60.31 | 53.16 | 13.45% | 60.31 | 53.16 | 13.45% |
| Ski ^{B/J} | 450,000 | 459,872 | 169.03 | 150.91 | 12.01% | 169.03 | 150.91 | 12.01% |
| Skiing ^{7/J} | 400,000 | 407,719 | 124.64 | 122.35 | 1.87% | 124.64 | 122.35 | 1.87% |
| Spa | None | 85,000 | 60.67 | 70.33 | -13.74% | 60.67 | 70.33 | -13.74% |
| T+L Golf | 625,000 | 631,576 | 75.96 | 79.07 | -3.93% | 75.96 | 79.07 | -3.93% |
| Weight Watchers | 1,050,000 | 1,152,251 | 66.79 | 72.63 | -8.04% | 66.79 | 72.63 | -8.04% |
| Category Total | | | 557.40 | 548.45 | 1.63% | 557.40 | 548.45 | 1.63% |
| MEDIAWEEK MONITOR TOTALS | | | 3,039.90 | 2,891.56 | 5.13% | 3,039.90 | 2,891.56 | 5.13% |

Rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2004 except: B=audited by BPA Worldwide, C=not audited, Q=raised rate base during period and X=did not file audit by deadline; F=Feb./March issue; J=combined figures of separate Jan. and Feb. issues; 7=publishes seven times per year; 8=publishes eight times

CHARTS COMPILED BY AIMEE DEEKEN

mr. television

BY MARC BERMAN



Surviving NATPE

I WOULD NEVER MISS A NATPE CONVENTION. IN FACT, I WAS SO CONCERNED ABOUT getting snowed in the other weekend in New York, I left early, catching one of the first flights out of Kennedy Airport Saturday morning to ensure I didn't miss anything. Since I was there early, I had some time to kill,

so I wandered into Fox's affiliate meeting on Sunday morning, hoping to hear Gail Berman's programming session. I stayed all of five seconds before they kicked me out.

Welcome to NATPE!

Still, it was great to be back doing something I enjoy, which is covering syndication. I have always liked going to this convention (and that includes back when Charo was the biggest celebrity in attendance, syndicators were holed up in hotel suites and we spent literally half the time waiting for an elevator). For anyone who works in syndication, NATPE is an important place to be—there is no better meet-and-greet forum. It is still a great opportunity to catch up with some old friends, avoid notable foes and talk about what's happening in the business. And if you are lucky, you'll even get some business done.

The good news from this year's convention: Not only did a few more distributors return to the convention floor, but there also was considerably more traffic. (However, some major studios, including Warner Bros., stayed cooped up in hotel suites.) For me, walking the halls of NATPE is like a stroll down memory lane.

Speaking of memories, the talk about Martha Stewart's new program took me back to 1986 when everyone was excited about Oprah Winfrey's upcoming talk show. At the time, we all knew that this local Chicago talk show host was going to make it big. This

time, we assume there will be interest in the "new" Martha now that a stint in the Big House may have softened her.

In addition to hosting a syndicated talker, which, by the way, NBC Universal announced as a "firm go," there is talk of Stewart also hosting her own prime-time reality show and filling in for Donald Trump on *The Apprentice*. Busy lady, that Martha! I hope she's getting plenty of rest while she has the chance.

Also gaining attention at NATPE was Warner Bros.' upcoming *The Tyra Banks Show*, which landed a vote of confidence from the Fox Television Stations Group over corporate cousin Twentieth Television's *The Suze Orman Show*. Leading up to the convention, Warner Bros. kept station details about *Tyra* under wraps. However, the evening before the start of the conference, the syndicator suddenly announced *Tyra* is now cleared in about 70 percent of the country. That's one way to create momentum.

As much as I like Suze Orman, whom Twentieth was hoping would generate interest, I am no longer confident stations will bite without the support of the Fox stations. Both her show and *The Robin Quivers Show* from

Sony Pictures Television had no announced clearances that I know of.

Asking Quivers for her thoughts about the fact that four out of five new talk shows fail was a bit of a challenge for her. Her response: "Why would I think about that?" I also asked her if Howard Stern would be a guest. "I hadn't thought about that." I hope she's thinking about how she's going to make it through a daily one-hour talk show.

I would have cut my conversation with Quivers short if there had been more celebrities to talk to. But besides Oprah, the only stars in attendance I saw were Banks, Orman and, if you can call him a celebrity, Kato Kaelin (soon to be the host of *Eye for an Eye*, a satirical court show). I'll admit I did get a kick out of watching CBS bigwig Les Moonves stroll the floor with wife (and *Early Show* anchor) Julie Chen. But in the past, you couldn't walk an inch without bumping into a familiar daytime face.

In all the years I have attended NATPE,

there has always been a new program that cropped up at the last minute. Last year it was Warner Bros.' *The Larry Elder Show*, a move I am sure the syndicator now regrets. This year it is Litton Entertainment's *HomeTeam*, a weekly show hosted by Troy McClain, whose biggest claim to fame is appearing as a contestant on the first edition of *The Apprentice*. Considering this show sounds like nothing more than a half-baked rip-off of ABC's *Extreme Makeover: Home Edition* (toothy Troy helps needy people find their dream homes,

and the show pays for the lucky family's first year's mortgage), McClain might have been foolish not to accept Donald Trump's offer to attend college on the Donald's dime. Then again, you never know what'll work on TV. ■

HomeTeam sounds like a half-baked rip-off of Extreme Makeover: Home Edition. But you never know what'll work on TV.

Do you agree, or disagree, with Mr. TV? Please e-mail mberman@mediaweek.com and let him know if you would like your response published in an upcoming issue.

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